



Retail Goods and Services Expenditures

Prepared by

Counties: Lowndes, AL

Top Tapestry Segments:

Rural Bypasses	58.7%
Rooted Rural	29.0%
Modest Income Homes	12.2%

Demographic Summary

	2007	2012
Population	13,299	13,073
Households	5,086	5,072
Families	3,654	3,585
Median Age	36.6	37.8
Median Household Income	\$26,439	\$29,030

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	48	\$1,324.02	\$6,733,951
Men's	50	\$249.54	\$1,269,139
Women's	46	\$446.14	\$2,269,047
Children's	57	\$250.59	\$1,274,526
Footwear	43	\$221.07	\$1,124,372
Watches & Jewelry	43	\$84.73	\$430,943
Apparel Products and Services ¹	49	\$71.95	\$365,924
Computer			
Computers and Hardware for Home Use	49	\$106.63	\$542,307
Software and Accessories for Home Use	44	\$13.27	\$67,470
Entertainment & Recreation	57	\$1,960.38	\$9,970,517
Fees and Admissions	40	\$245.55	\$1,248,854
Membership Fees for Clubs ²	42	\$66.56	\$338,522
Fees for Participant Sports, excl. Trips	43	\$48.37	\$245,998
Admission to Movie/Theatre/Opera/Ballet	38	\$56.55	\$287,617
Admission to Sporting Events, excl. Trips	43	\$24.92	\$126,756
Fees for Recreational Lessons	38	\$49.15	\$249,961
TV/Video/Sound Equipment	57	\$665.79	\$3,386,200
Community Antenna or Cable Television	63	\$417.72	\$2,124,524
Color Televisions	48	\$66.51	\$338,294
VCRs, Video Cameras, and DVD Players	56	\$21.74	\$110,558
Video Cassettes and DVDs	57	\$34.42	\$175,059
Video Game Hardware and Software	55	\$18.12	\$92,145
Satellite Dishes	58	\$0.90	\$4,585
Rental of Video Cassettes and DVDs	53	\$31.75	\$161,469
Sound Equipment ³	45	\$71.60	\$364,158
Rental and Repair of TV/Sound Equipment	52	\$3.03	\$15,408
Pets	70	\$307.12	\$1,562,036
Toys and Games	59	\$107.05	\$544,470
Recreational Vehicles and Fees ⁴	72	\$326.18	\$1,658,968
Sports/Recreation/Exercise Equipment ⁵	56	\$129.63	\$659,303
Photo Equipment and Supplies ⁶	53	\$72.23	\$367,340
Reading ⁷	50	\$106.83	\$543,346
Food	59	\$5,007.93	\$25,470,332
Food at Home	62	\$3,117.45	\$15,855,343
Bakery and Cereal Products	62	\$445.85	\$2,267,594
Meat, Poultry, Fish, and Eggs	64	\$847.12	\$4,308,449
Dairy Products	62	\$339.46	\$1,726,485
Fruit and Vegetables	57	\$499.63	\$2,541,095
Snacks and Other Food at Home ⁸	63	\$985.40	\$5,011,720
Food Away from Home	56	\$1,890.48	\$9,614,989
Alcoholic Beverages	49	\$302.76	\$1,539,862
Nonalcoholic Beverages at Home	66	\$286.92	\$1,459,300



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	26	\$383.98	\$1,952,903
Vehicle Loans	70	\$4,315.75	\$21,949,898
Health			
Nonprescription Drugs	67	\$81.48	\$414,397
Prescription Drugs	82	\$472.84	\$2,404,867
Eyeglasses and Contact Lenses	61	\$50.38	\$256,220
Home			
Mortgage Payment and Basics ⁹	47	\$4,092.94	\$20,816,697
Maintenance and Remodeling Services	49	\$969.89	\$4,932,843
Maintenance and Remodeling Materials ¹⁰	69	\$260.09	\$1,322,823
Utilities, Fuel, and Public Services	64	\$2,806.70	\$14,274,875
Household Furnishings and Equipment			
Household Textiles ¹¹	51	\$71.20	\$362,131
Furniture	48	\$305.60	\$1,554,257
Floor Coverings	43	\$39.27	\$199,742
Major Appliances ¹²	63	\$186.05	\$946,250
Housewares ¹³	53	\$55.88	\$284,230
Small Appliances	60	\$22.22	\$113,027
Luggage	38	\$3.93	\$19,987
Telephones and Accessories	54	\$25.49	\$129,655
Household Operations			
Child Care	38	\$160.92	\$818,460
Lawn and Garden ¹⁴	74	\$329.44	\$1,675,513
Moving/Storage/Freight Express	49	\$25.93	\$131,881
Housekeeping Supplies ¹⁵	63	\$487.70	\$2,480,458
Insurance			
Owners and Renters Insurance	66	\$318.42	\$1,619,469
Vehicle Insurance	61	\$896.91	\$4,561,693
Life/Other Insurance	64	\$408.89	\$2,079,639
Health Insurance	70	\$1,375.24	\$6,994,488
Personal Care Products ¹⁶	58	\$275.41	\$1,400,723
School Books and Supplies ¹⁷	49	\$58.67	\$298,381
Smoking Products	78	\$374.44	\$1,904,424
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	69	\$3,969.37	\$20,188,191
Gasoline and Motor Oil	71	\$1,435.93	\$7,303,144
Vehicle Maintenance and Repairs	59	\$626.08	\$3,184,252
Travel			
Airline Fares	40	\$162.03	\$824,106
Lodging on Trips	49	\$200.51	\$1,019,805
Auto/Truck/Van Rental on Trips	36	\$15.61	\$79,390
Food and Drink on Trips	50	\$237.12	\$1,205,991

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.